

## 4 | Public Involvement

Many times parking recommendations rely solely on occupancy, duration, and turnover data that is collected, as well as parking demand that is projected into the future. This strict quantitative approach is beneficial for developing recommendations to improve parking in a study area. However, what is missing from this approach is the qualitative input from actual users of the system. In an effort to gather this qualitative input, a two-tiered approach for the Ninth Street Study area was implemented that included developing a Parking Study Team, as well as reaching out to, and seeking input from stakeholders within the study area. The following sections describe each.

### Parking Study Team

Working closely with the Kimley-Horn team, the Parking Study Team (PST) was appointed by the City Project Manager, Harmon Crutchfield, and was intended to include a variety of City interests, as well as County and community development representatives. The intent of the PST is to be involved at several steps throughout the parking study process to ensure that appropriate items of interest are accounted for and addressed in the study. The PST also acts as a sounding board for recommendations that are being considered by the Kimley-Horn team throughout the study. Lastly, the PST provides input on the list of stakeholders within the study area that should be included in the project outreach efforts. The PST for this project included the following individuals:

- Harmon Crutchfield – City of Durham Department of Transportation – PST Chair
- Mark Ahrendsen – City of Durham Department of Transportation
- Aaron Cain – Durham City/County Planning Department
- Sara Young – Durham City/County Planning Department
- Joy Mickle-Walker – Office of Economic and Workforce Development
- Glen Whisler – Durham County Engineer
- Richard Polley – Blackwell Street Management Company, LLC (American Tobacco Campus)
- Bill Kalkhof – Downtown Durham Inc.

Throughout the project, four PST meetings were held to ensure that the project was progressing effectively and in a manner that met the City's needs. A brief description of each meeting is provided below.

- Parking Study Team Meeting #1
  - This meeting was held after data collection efforts and was used to present initial findings and critical issues within the Ninth Street study area, with minor discussion on data collected within the Downtown study area. Initial recommendations for the Ninth Street study area also were discussed.
- Parking Study Team Meeting #2
  - This meeting was held a couple weeks following PST Meeting #1 and was used to present initial findings and critical issues within the Downtown Study area. Initial recommendations for the Downtown study area also were discussed.

- Parking Study Team Meeting #3
  - This meeting was held several weeks after PST Meeting #2 and was used to present a draft version of the parking study report for the Ninth Street study area, along with the associated recommendations for parking improvements.
- Parking Study Team Meeting #4
  - This meeting was held several weeks after PST Meeting #3 and was used to present a final draft parking study report for the Ninth Street study area, as well as a draft version of the parking study report for the Downtown study area, along with the associated recommendations for parking improvements.

## Stakeholder Outreach

A series of stakeholder input sessions were held in September 2012. The stakeholders included in these sessions were a result of recommendations from the PST and were different for the Ninth Street and Downtown study areas. Ninth Street study area stakeholders included restaurant owners, retail business owners, service providers, and property owners. Many questions were asked of each stakeholder, including the following:

- What is your role in the study area?
- Where do your employees typically park?
- Where do your customers typically park?
- During your hours of peak demand, how many customers do you estimate frequent your business?
- What do you believe the #1 parking issue is in the study area?
- What do you believe the City of Durham could learn from strategies seen in other locations?
- Do you have other parking related comments that you would like to communicate?
- Would you support a Parking Enterprise Zone?

The responses to the above questions are compiled and shown in Table 4.1.



Where do customers park?	Estimate of Peak Customers (@ one time)	Number one issue on 9th Street	What could be learned from other areas?	Other Comments
On street. In lower Erwin Mill lot after 6:00.	150	Lack of parking.	Pay stations. Pay by cell.	Parking impacts business. Can the lot at Duke HR be used for employees?
On street or in lot.	10	Not enough HC parking. Lighting.	More parking decks. Validated parking.	Does not want angle parking on 9th Street. Could the Wells Fargo lot be used for employee parking? "Parking is the bane of our existence."
In lot behind restaurant. Purchased land to provide customer parking.	N/A	Insufficient parking on weekends.	N/A	Signage is not clear. 1 hour parking is too short. Encourage biking. Consider from parking fee to build parking deck.
Lot across street; on-street.	40	Need motorcycle parking.	Use pay stations to charge fee for parking.	Add additional parking capacity. If there is not parking, my customers will be willing to pay for parking.
On street; wherever they can.	50 - 100	Inadequate parking capacity.	What about implementing angle parking to increase on-street capacity?	Remove US 70 designation. How can we get trucks off Ninth Street roundabout at Markham? Why doesn't the Bull City Connector connect to Ninth Street? Would pay for employee parking.
On street.	25	Customers can't find a place to park. Late for appointments.	Use pay stations to charge fee for parking.	What about making 9th Street one-way? Add speed bumps (tables) down. Put parking in landscaped area in front of Vin Rouge. Use Wells Fargo lot. Could parking be provided in lower level of Erwin Mills Lot?
After hours Duke HR building or on-street.	30 - 40	Difficulty in finding parking.	Pay stations are fun, if you can figure out how to use them.	Could Erwin Mills provide public parking? Why not open Wells Fargo lot for employees?
Customers circle looking for on-street parking.	N/A	Not enough parking for customers.	Dedicated parking lot or garage; improved directional signing.	Make better use of alley. Connect Iredell to Ninth Street at alley near Books. Could we get more parking if spaces were marked? Could lot be used? Taking away parking at George's Garage hurt area. People are willing to pay, if they see where money goes.
On-street. Surface lot across Ninth Street.	50	Not enough parking. Bull City connector should run on 9th Street.	N/A	Improve lighting in alley. Make connection to Iredell. Fee for parking business.
On-street. Surface lot across Ninth Street.	2 - 3	Lack of parking supply; panhandlers on Perry Street; lighting.	Boston Commons - underground parking.	Pay stations could be a good idea. More enforcement of time limits in meters.
Lot across street; on-street.	0 - 20	Poor management of parking; no strategy.	Consistency to enforcement; more of a system.	Not averse to paid parking. Improve lighting on Perry and Markham for employees.

TABLE 4.1 - WHAT CAN WE LEARN FROM OTHER CITIES? (continued)

Where do Customers Park?	Estimate of Peak Customers	Number one issue on 9th Street	What could be learned from other areas?	Other Comments
Private parking lot available for employees and customers.	N/A	Improve lighting. More of an issue than parking.	Pay stations in Chapel Hill.	Keep surface lot adjacent to Ninth Street. Build a deck on the site of City Lot.
On-street. Use surface lot at Duke Building on weekend.	N/A	Lack of supply.	Does not like pay stations used in Chapel Hill.	Not a system. No planning or forethought put in to what exists today. employees park on-street to avoid parking fees charged by Duke.
Wherever they can.	N/A	Need additional parking.	N/A	Fee based parking great idea. Employees park on street. No enforcement.
Park in the City lot and on street.	10 - 12	Retaining the off-street City leased lot.	Montpelier France. Underground parking connectivity with other forms of transportation. Promote walking.	No quite ready for paid parking. Make alley connection to Iredell St lighting on Ninth Street. Do not implement a fee for parking until an implemented Downtown. Time limits are not a problem because there enforcement.
75% park on site. The other park on street or in City owner lot.	10 per hour	Need more parking. Enforce existing parking limits.	Don't charge for nighttime parking.	Free parking is nice. Time limits are adequate. Promote use of alley instead of Ninth Street. Employees park on street and take spaces - limits. Need lighting on Perry, Markham and in the alley. Light the alley. Lighting on Ninth Street is ugly.
Park in the City lot and on Street.	30 - 40 per hour	Need more parking. Existing situation keeps customers away.	N/A	Customers are nervous about the posted time limits. I tell them not have never seen them enforced. Either remove the limits or enforce Panhandling is a problem. Add capacity. If a lot were convenient people willing to pay. You can find a space, but you have to circle the lot. City Connector stop on Ninth Street.



While a lot of feedback was provided and documented in the stakeholder input table, the following items summarize some of the comments responses/themes that were communicated, specific to the Ninth Street study area.

- A majority of employees park, or are encouraged to park, off-street, in either public or private surface lots.
- A majority of customers park in on-street spaces or in the public surface lot along Ninth Street.
- A majority of stakeholders believe that there is a lack of parking supply within the study area to meet their needs. They suggest building parking lot(s) or garage(s) to increase supply or develop partnership with neighbors such as Wells Fargo or Erwin Mills to share supply.
- Several stakeholders believe that insufficient lighting within the study area is an issue.
- A majority of stakeholders would support a paid parking and/or validation program.
- A majority of stakeholders would support a Parking Enterprise Zone, keeping in mind the desire to minimize such a program's impact on customers.
- Rather than purchasing a permit for a space in the off-street lot, some employees of the 705 Broad Street building opt to park on-street and occupy on-street parking spaces on Iredell Street for an extended period.